

CLAY COUNTY COMMUNITY FARMER'S MARKET MEMBER HANDBOOK

Market Rules – 2006 Season

The Clay County Community Farmer's Market is a membership driven, non profit organization. It is governed by a set of by-laws and a Board of Directors. These market rules are to be followed by all those who participate in the Clay County Community Farmer's Market.

1. ELIGIBILITY:

No one will be accepted into the market or allowed to sell at the market without a completed application and payment of annual dues.

Deadline for joining the market is April 14, 2006. This is needed so that the secretary/treasurer can compile the forms needed to register our Farmer's Market with the Kentucky Department of Agriculture so that we can be included in their marketing efforts for Kentucky grown products. Applications received after April 14 may not get their farm listed on the market's promotional brochure. The board has the option to change the amount of dues.

The Clay County Community Farmer's Market welcomes members regardless of race, color, age, sex, religion, disability or national origin.

2. LOCATION AND TIMES

The Clay County Community Farmer's Market will be located on the corner of HWY 421 & 80 and Old US 421 (formally Papa Joe's Pizza site). The market will be open on Wednesday from 3:00 pm – until sold out and on Saturdays from 8:00 a.m. until sold out.

3. DUES

Dues are collected to cover market expenses such as advertising and insurance. A non refundable \$25.00 payable with your yearly membership application is due on or before April 14th.

4. PRODUCE, HANDICRAFTS, PROCESSED FOOD, SCALES

Agricultural products locally grown by members may be offered for sale by weight or quantity. Any needed permits or licenses for special products such as eggs are the responsibility of the member. See the Kentucky Farmers Market Manual for which items require permits.

Handicrafts and like items may be sold provided that the major portion of the items is their farm product, i.e. corn shuck dolls, gourds or made of a Kentucky product such as woodcrafts.

Non vending displays such as cooking demonstrations will be individually reviewed and permitted by permission of the Board of Directors, provided the display meets the market objectives as stated in the bylaws.

All producers of home processed foods such as honey, jams, baked goods, etc. are required by Kentucky law to follow the guidelines set forth in the Kentucky Farmer's Market Manual provided by Kentucky Department of Agriculture and HB 391. See www.kyagr.com.

A commercial scale must be used for items sold by weight. A state scale inspector must inspect the accuracy of the scales.

5. NO BUY RULE

In order to assure the freshest and highest quality produce at the Farmer's Market, and to assure customers that they are dealing directly with the farmer, market members must sell only products they themselves grow or make. An exception to this is that a member may bring for sale produce from another Kentucky grower provided that its origin is clearly labeled. This exception is to allow a greater variety for the consumer since there may be some products that may not grow well in our area but will grow in another part of the state. Produce from outside Kentucky is strictly prohibited.

6. SETTING UP AT MARKET

General – All displays should be neat and tasteful. Only one (1) vehicle per member is allowed to set up at one time. Set up is on a first come first serve basis. Set-up will begin 30 minutes prior to the opening of the market. Booth must be manned by the member, a knowledgeable family member or employee. If you choose to leave early, it must not disrupt your neighbor's booth. A tent must be used if not under a shed.

Consumer walkways – Maintenance by members of a clear walkway for customers to move from one vendor to another without obstruction is important and will be enforced.

Spacing of vehicles/booths – Members must park their vehicles or set up their booths in a safe and space efficient manner. Generally it works best to leave enough space between your set up and your neighbor so customers don't get confused as to whose goods are whose. An exception is that if two (2) members choose to share a tent. Remember that many customers often will not want to walk the extra distance to a lone display. Vehicles cannot disrupt the flow of traffic.

Space Restriction – From time to time during the season the board may direct that less space than usual be taken by a member. This is usually due to an anticipated high attendance by members. Your cooperation as such time is appreciated.

No overnight parking is allowed by market members in the locations used for set-up. Any disabled vehicle must be removed from the immediate set-up area.

Members are responsible for bringing their own tables, tents, etc.

7. SIGNS

All farmers shall have signs that display their name and address in a prominent manner every day they are at the market. Again, signs also shall be used to designate any products brought for resale by another Kentucky grower.

8. PRODUCT REPRESENTATION

Any attempt to mislabel items for sale will be considered an attempt to defraud the public and may result in barring from the market.

9. PRESENTATION

When you sell at the Farmer's Market, you are representing our market, our city, our county and our area. It is your responsibility to observe the "Golden Rule." Members should present themselves in an appropriate manner, dress, and state of cleanliness. Shirts must be worn. The Board of Directors may mention to members if their appearance or manner could be deemed offensive to consumers. Members should behave in a cooperative manner toward other members.

10. PRODUCT PRICING

Minimum prices will be set by Board of Directors according to current prevailing prices. Please take time to know your production cost and set your prices at a fair market value. If you feel you have a higher quality product than other members then you are welcome to raise your price. There is to be no predatory pricing or price gouging or throat cutting allowed. Competition is good for everyone but these practices will destroy our market. If for some reason you feel your product is inferior to the other members' products, then, after discussion with members present at the market you may label your goods as inferior and charge a lower price than the minimum for that day. The Board of Directors will attempt to have current market prices available each week to assist in setting price guidelines. No calling out to attract buyers is permitted.

11. PICKING UP

General cleanliness of the market area is everyone's responsibility. It assures customers a pleasant place to shop and keeps us on good terms with the town. This includes picking up your own area while selling and making certain the area is clean before you leave.

12. VIOLATION OF RULES

Upon determination that a market rule has been violated the offender will be given a verbal warning by a member of the Board. Further violations will be brought before the Board of Directors, who after due consideration may enforce corrective action or cancel the offenders membership to the market, with forfeiture of dues. Any member may and should inform the Board of Directors of any failure to comply with market rules.

13. SPECIAL CIRCUMSTANCES

These rules may be temporarily modified to address unanticipated circumstances not herein covered. Any modification will be made only after a vote of the membership and shall state the reason and specific duration of the modification.